

Virginia Slims
Celebrity Awareness Calling Project

TELEMARKETING STATISTICS REPORT

	Cell 1		Cell 2		Cell 3		Total	
<i>Age group</i>	21-24		25-29		30-34		21-34	
	#	%	#	%	#	%	#	%
Surveys	61	100%	51	100%	53	100%	165	65%
Under 21s							8	3%
Over 34							9	
Non-smokers							73	29%
Refused							41	
Completed calls	61	100%	51	100%	53	100%	255	100%

Unreachables including bad phone numbers, disconnects, no answers, etc. were not tabulated.

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Kowal & Associates
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l:/pc/pcvs/vsreport.xls